



**JUNIOR LEAGUE OF
GREATER ORLANDO**
Women building better communities



For Immediate Release

Contact:
Jessica Layne, External Communications Chair
Junior League of Greater Orlando
externalcommunications@jlgo.org
772-201-1307

Junior League of Greater Orlando Hustles to End Childhood Hunger

Annual Halloween Hustle 5K to be held in Baldwin Park on October 23

ORLANDO, Fla. (Aug. 22) – Baldwin Park will be bursting with costumed characters, trick-or-treaters, and children and adults of all ages this October, but “All Hallows’ Eve” will have nothing to do with it.

On **Thursday, Oct. 23**, the Junior League of Greater Orlando will host its seventh annual **Halloween Hustle 5K** from **5 p.m. to 10 p.m. in Baldwin Park**. This annual event includes a 5K Run/Walk, as well as a Kids Fun Run, and will be followed with post-race festivities including carnival-inspired activities, live entertainment and some of Orlando’s best food trucks to satisfy adults and children of all ages.

More than 1,500 participants hustled their way through the 2013 race, and the 2014 event committee expects to see even more runners this year. Halloween costumes are encouraged, and prizes will be awarded for “Best Dressed” in both the child and adult age groups.

As JLGO’s premier fundraising event, proceeds support the organization’s core areas of focus including childhood health, hunger, and poverty, and benefit programs in the Greater Orlando community that support those causes. The race also serves as a canned food drive to benefit children throughout Central Florida through a partnership with **Second Harvest Food Bank of Central Florida**.

“Last year’s race was a huge success, raising nearly \$30,000 to support our community programs,” JLGO president Han Truong said. “Childhood hunger is a compelling issue in our community and our hope is to aid in the efforts to combat it through this event. Through our success we’re further able to raise awareness for these local issues and raise funds that truly make a difference. We’re looking forward to another successful event.”

Advance registration is \$30 per adult and \$35 at the event. The fee includes a commemorative race T-shirt and drink voucher for adults 21 and over. Registration for the Kids’ Fun Run (children 12 and under) is \$7 through Oct. 22 and \$10 on race day. All children registered will receive a commemorative T-shirt and finisher’s ribbon.

Special thanks to Starwood Vacations for being a gold sponsor of this year’s event. Sponsorship opportunities still remain, and start at a minimum of \$100.

To register for the Halloween Hustle 5k Race to End Childhood Hunger, or for more information about how your business or organization can get involved, visit www.halloweenhustlewithus.com.

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About Junior League of Greater Orlando, Inc.

The Junior League of Greater Orlando, Inc. is an organization of women committed to promoting volunteerism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable with a focus on identifying and creating programs that address the issues of child well being and family enrichment. The Junior League of Greater Orlando involves more than 800 women who believe in making a difference in their community. For more information, visit www.jlgo.org.